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Spring and summer of 1912 will involve a decided change in the lines and general character of tailored clothes for men whose appearance bespeaks respect.

**A Man's Word May be Doubted
but His Appearance Never**

Many men are doomed to failure when proper clothes would have won the day, inspired confidence and assured a great future. La Fleche Bros. guarantee you the most aristocratic, reserved and stylish suit of clothes in Canada.



La Fleche Bros.

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Edmonton



FLEXIBILITY is the leading characteristic of the newest corset models—a feature in which C/C a la Grace Corsets have always been supreme. There's a model made for YOU—remember that. Be sure you get it.



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The slim, girlish figure is suited most satisfactorily with our No. 517 or No. 523. Carefully designed to give fashionable lines with greatest comfort.

Every Eddy Match is a Sure Safe Light

When you strike an Eddy Match it always lights easily and burns smoothly, with a steady even flame.

These perfect matches come from first-class materials and mechanically perfect machines under the supervision of skilled workmen.

Eddy's Matches are always full M.M. count. For sale by all good dealers everywhere.

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Fort George

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of British
Columbia.*

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\$75 an acre
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**Business Lots
\$250 to
\$1000 each**

Fort George & Fraser Valley Land Company Limited

Capital \$300,000.00

Head Office

790 First Street, Edmonton, Alta.
Phone 4117

Branch Offices

535 Jasper E. 615 Namayo Avenue
19 Whyte Ave., Strathcona

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A Bottle of fine old
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A Bottle of 50 year
old Brandy

A Bottle of Good
Sherry.

A Bottle of 25 year
old Scotch

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and all other lines.

PHONE 1181 DOMINION BANK BUILDING
EDMONTON

Beautiful Easter Flowers

Plants--Novelties

We have been specially favored with an abundance of sunshine during the past month and expect to have a good supply of Easter Flowers.

Our Cut Flowers and Plants in regard to quality and quantity will be difficult to excel, and will offer our customers a splendid choice.

We invite you to visit our greenhouses to enjoy our lovely floral display. For those unable to come during the day, we have arranged to keep the greenhouses open in the evenings of the first week in April and also all day on Good Friday.

You will find our prices reasonable, and while we expect to have plenty of flowers to supply all, we would suggest the early placing of your orders. You thus get a better choice and we are enabled to take more time in filling your order.

We cannot promise to deliver any goods ordered after 6 o'clock April 6th.

Price List

Easter Cut Flowers

Easter Lillies, per dozen	\$3.00
Carnations, Red, White and Pink per dozen	\$1.50
Daffodils, Yellow, double and single, per dozen	\$1.00
Tulips, Yellow, Red, Pink, double and single, per dozen	75c and \$1.00
Narcissus-Poeticus, Fragrant flowers, white with yellow centre, per dozen	\$.50
Lilly of the Valley, per doz., 75c and \$1.00	
Hyacinths, Lovely fragrant trusses, white, pink, blue, per dozen	\$1.50
Iris Spanish, a very beautiful flower and quite new, per dozen	\$1.50
Rhododendrons, Fine bushy plants, each	\$5.00 to \$7.50

Easter Plants

Azaleas, white, red, pink, well covered with flowers, each	\$3.00 to \$5.00
Easter Lillies, fine plants with heavy foliage, each	75c to \$3.00
Hyacinths, in crimson flowers, each	\$1.00 to \$1.50
Sorbus, A graceful plant in white or pink, each	\$1.00 to \$2.00
Galla Lillies, A number of these in 8 in pots, each	\$1.00 to \$2.00
Hyacinths, from one to three in pot each	50c to \$1.00
Tulips, in 6 in. pots, each	60c to 75c
Lilly of the Valley, in 5 or 6 in. pots, each	75c to \$1.00

Walter Ramsay, Florist

936 Victoria Avenue

Edmonton - Alberta



CHRISTINE MACDONALD LISTENING TO HER NEW RECORDS ON THE VIOTROLA, WHILE IN TORONTO RECENTLY.

Credit Foncier F - C

HEAD OFFICE - MONTREAL

Comparative Statement

Showing the Company's Growth Since its Incorporation

	Subscribed Capital	Capital Paid Up	Reserves	Total Assets
1882	\$4,784,689.00	\$1,381,172.25	\$16,741.35	\$4,799,932.60
1892	4,784,689.00	1,186,172.25	145,780.80	12,300,484.25
1907	4,784,689.00	2,402,130.65	560,028.90	19,314,683.90
1910	7,718,133.76	3,859,066.88	861,214.24	32,059,213.24
1911	7,718,133.76	3,859,066.88	1,546,068.15	35,774,745.80

The above figures indicate the Company is **Strong and Progressive**. Money to Loan on improved farm and city property at lowest current rates and on favorable terms. Those who contemplate borrowing will find it to their advantage to communicate with this company or its agent before applying elsewhere. As the Company always has funds, there is no delay or uncertainty about completion of business.

Branch Office for Alberta: COMPANY'S BUILDING, Jasper Ave. W. Edmonton
G. H. GOWAN, Manager

Local Agents Throughout the Province.

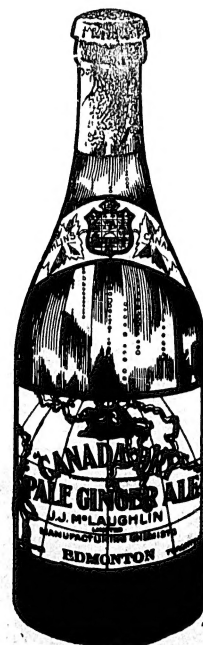
MOVING PICTURES

The educational value of moving pictures is considered with some enthusiasm by Walter Pritchard Eaton in 'Munsey's Magazine.' We have long urged the introduction of the moving picture as an institution into our schools for the purpose of taking off the edge of the children's appetite for shows which elsewhere take degrading form. But Mr. Pritchard regards it as an educational requisite, and has a surprising amount of evidence to appeal to. The only true education, he says, comes through arousing the child's interest, and this the moving picture does immediately and pre-eminently. He fancies that the time will come before long when every elementary school will be equipped with a film-projector to be used in the study of history, botany, geography and other subjects. Already many educational ends are being served by moving pictures, most of them without any further incentive than the desire of moving picture audiences to learn, and the desire of manufacturers of films to serve the best interests of their patrons. One of the popular films of recent seasons was called 'Boil Your Water.' It was a microscopic film showing the bacterial life in a glass of water, multiplied ten thousand times. The water was shown in the process of boiling, the bacterial life was seen to die, and finally the water was filtered off clear. Among other films which preach sanitation Mr. Eaton describes one picturing 'the diabolical career of the house fly.' The fly is seen walking amidst garbage, and then wiping his feet in the sugar bowl 'all in a most vividly revolting manner.' This film was rented to the State Boards of Health of Louisiana, Kansas and Florida, to the Health Boards of Chicago and Galveston, to Oklahoma agricultural experiment station, the University of Wisconsin, and the Battle Creek Sanitarium. Another film of educational value was prepared at the suggestion of the New York Milk Committee. It was a story, the plot of which contrasted vividly the results of old-fashioned dairying with its dirty, unsanitary cowshed and those of modern dairying where a clean, sanitary dairy stable is in operation.

France and Germany have gone many steps farther than this in using moving pictures in medical and technical instruction. Among other films used in medical school instruction are over a hundred showing surgical operations by skilled practitioners. In various schools of technology, moving pictures are utilized to show machine shop methods. The entire behavior of a machine in actual operation can be illustrated to a class room; chips fly, workmen move about, feed the machine, carry off waste, and so on. The United States Government in the navy, the army, and the agricultural department, has practically recognized the usefulness of moving pictures by installing machines and supplying the suitable films. Commerce has also taken hold of the moving picture. A hop grower in New York State uses pictures of his plantation to interest investors and buyers in the city. The American Tobacco Company uses a similar series of pictures covering the tobacco industry and salesmen for many other industries now interest possible buyers by means of motion pictures. Natural history is also taught by this striking method. A popular film shows the life and beneficent activities of the silkworm. There is also a splendid series of bird pictures taken by cameras hidden in trees close to the nests and operated by electricity. One of these taken at great danger, shows the life of sea birds on the face of a cliff. Incidentally it shows the men descending in sling chairs to take the pictures.

It is a splendid method of teaching history, and as history in the United States commences with the revolution, there is of course a series of pictures depicting various episodes therein. Mr. Eaton says that 'great care has been taken with the costumes, the grouping and the staging.' We presume, as in the ancient Egyptian monuments, the heroism and triumph are all on one side. But in a wayable as good as history. Who would teach English history to children without telling of King Alfred and the cakes, or St. Dunstan and the tongs. Two historic films show episodes in the lives of Napoleon and Washington. William Humphreys, the celebrated actor in Napoleonic roles, posed as the Emperor, and Joseph Kil-

McLaughlin's "Canada Dry"



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Choicest Wines, Liquors and Cigars
Agents for Calgary
Beer, Mackie's White Horse Whisky, Stanley Mineral Waters and Dry Ginger Ale.

PHONE 1415

EDMONTON

gour, another expert actor, played the part of Washington. Still another carefully arranged series of pictures centres round the story of Lincoln, a New York business man, who resembles the great president, taking the part. Geography as well as science and history has gained a strong ally in the moving picture. Remarkable scenes in many lands have been portrayed most vividly. A French film took pictures of Mount Etna in eruption. No amount of description would equal these pictures in showing children what a volcano was really like. 'The writer in 'Munsey' quotes Edison to the effect that 'if geography were taught by moving pictures, if foreign lands and cities were shown. . . if the habits and demeanor of the people were depicted, and if their occupations and methods of work were illustrated, the child would have as clear an idea of everything as if the original scenes were viewed directly; and not only so, but the study of geography would be a tremendously interesting experience and not a hardship, as is now likely to be the case.'

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Read The News Ads.



A Diamond

It makes no difference what price or size for it has had the greatest care in selecting from the many best shown by leading jewelers of Europe. And a factory makes it show off to the best advantage by mounting it to just the right setting.

Many are to be seen in Platinum and Platinum Tipped setting with Pearls or Fancy Shapes.

The most Beautiful are to be seen at

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Jewelry Merchants and
Manufacturing Jewelers
111 Jasper Ave., W.
Brunch, 350 Namoy.



After having his appetite stimulated by numerous pugilistic encounters at the city hall, no wonder that Calgary is strongly backing its leading citizen, Mr. Thomas Harris, in his endeavor to secure a date with Mr. John J. Macdonald. The little go of last week between the building inspector and one of the aldermen was apparently well worth the full price of admission. It was quite up to the ordinary professional standard, both from a linguistic and a basic standpoint. The Herald reporter reads:

"Call me a crook, will you?" said Building Inspector Harris to Alderman Samis in the commissioner's office, and while the member of the council was making some explanation that did not look as though it would smooth matters over, the building inspector made five passes at the alderman, three of which landed on Mr. Samis' head and the others he avoided by skillfully covering his face with his arms. The alderman did not do any offensive work, but his covering up was above reproach.

This was Harris' victory number one—then he pulled off a piece of footwork that beat the commissioners by several jumps.

After having shown his ability as a "milt" artist, Mr. Harris showed that his footwork was above reproach. He went out and slammed the door with such force as to imperil the stained glass in the panel.

If Mr. Burns doesn't get a match out with Mr. Johnson, he can at least put in his time instructing aldermen ambitious to distinguish themselves in the discharge of their duties. If Ald. Samis had only been able to come back with a knockout on the lower jaw, nothing could have kept him from the mayor's chair next year.

A friend once wrote Mark Twain a letter saying that he was in very bad health, and concluding: "Is there anything worse than having a toothache and earache at the same time?"

Twain wrote back: "Yes, rheumatism and Saint Vitus' dance."

"And in the novel of your life," said he, tenderly, "where do I come in?"

"You," she answered with a smile. "Oh, you are—let me see—yes, three—you are Chas. Seventeen."—*Flapper's Weekly*.

The condemned man was asked if there was anything he desired. He brightened up. "Why, yes," he replied. "I'd like to have capital punishment abolished." They told him this was impossible. "Then," he cheerfully added, "let's have the recall."

Pharson Macpherson was a Scotsman. Also he was a coal merchant. Also he was in love.

His charmer was a sensible lassie, and she knew him to be the richest man in the town. But she wanted to be quite sure that he came by all his money honestly before she decided to marry him.

"How is it that you quote the lowest prices in the town, and make reductions on them for your friends, and yet you make such enormous profits?" she asked.

"Well, it's this way," explained Pharson Macpherson, in an undertone. "And you'll be telling anyone about it, will you? Ye see, I knock off two shillings a ton because a customer is a friend of mine, and then I knock off two hundredweight a ton because I'm a friend of his!"

And she married him within a calendar month.

"Do world owes you a livin'," said Uncle Eben; "but your liable to have to go after de world wif a hoe or an axe to make it give up."—*Washington Star*.

"Ma, what are the folks in our church gettin' up a subscription for?"

"To send our minister on a vacation to Europe this summer."

"An' won't there be no church while he's gone?"

"No preaching services, I guess."

"Ma, I got \$1.25 saved up in my bank. Can I give that?"

Henry was at college. He had been spending some-what too freely, and he was short. It was near the holidays and he hated to write home for money. As a last resort he pawned his dress suit to tide him over.

When the time came to leave for home the suit was still unredeemed. He knew he would need it at home, he hurriedly redeemed it at the last moment, packed it in the grip and was off.

His mother was helping him unpack. She came to the coat.

"Henry," she asked, "what is that ticket on your coat for?"

"Why, mother," he replied, "I went to a dance the other evening and had my coat checked."

She continued putting away his garments. Finally she lifted out the trousers. They, too, were ticketed.

"Henry!" she exclaimed, "what kind of a dance was that?"

Home and Society

Continued from Page One

Harcourt the same day had for her guest Mrs. Stewart of Calgary, when the table was most attractive with quantities of delicious dainties.

The guests at the dinner, were Mrs. Edwards (Macleod), Mrs. Muir Edwards, Mrs. Ervine, Mrs. Cantley, Mrs. Jim Ponton, Mrs. Dickins, Mrs. J. O'Neill Hayes, Mrs. Dawson Smith, Mrs. Culbert, Mrs. Kenneth MacDonald, Mrs. Hanes, Mrs. Irving, and Miss Forsyth.

And at Mrs. Harcourt's: Mrs. T. M. Mitchell, Sr., Mrs. Alexander, Mrs. Riddell, Mrs. Rutherford, Mr. S. S. Taylor (Vancouver), Mrs. Ashfield (Vancouver), Mrs. D. R. McKenzie, and Mrs. A. A. Gillespie.

The Strathcona Cricket Club are giving a dance in the Oddfellows' Hall on Tuesday, April 9th. A number from this side of the river are going over for the jolly evening. R. H. Darke is the secretary.

PROGRAMME FOR SATURDAY, APRIL 6th, IN SEPARATE SCHOOL HALL, AT 3:30.

Composer—Grieg

Piano Duet. (a) Morning; (b) Bridal Procession: Misses Macleach and Miss Cross (Toronto). Songs: (a) I love thee; (b) With such love eyes: Miss Florence McCrimmon.

Violin and Piano: Sonata, op. 8, Mr. Gilbert Markle and Mr. V. P. Hunt.

Songs: (a) Margaret's Cradle Song; (b) With a Violet; (c) Sunset: Miss Landon.

Piano: (a) Alma Leaf No. 1; (b) Little Bird; (c) Antea's Dance: Mrs. Ernest Beaufort.

Song: Sunshine Song, Mrs. Bayfield.

Piano: (a) Prolic Humoresque; (b) The March of the Dwarfs: Miss Helen Montgomery.

The Investor

The Edmonton bank clearing up with they have only exceeded those of Calgary for another week, keep up to an astonishing height. How much of this is due to real estate deals is a much discussed question. They amounted \$17,556,365 in March as compared with \$18,301,291 in March, 1911. The building permits for the month reached \$900,822. In 1911 they were \$276,325, about half as much. It is an excellent chance that this proportion will be reduplicated during the year. This, more than the best of buildings, will impress most people with the substantiality of the boom that is being made. The customs returns should be one hundred per cent increase. For the financial year which ended March 30, they were \$846,000, 30 as compared with \$1,138,961.18 for the last similar period.

The contractors began to tear down the buildings on the site of the new C. P. R. station on the block this week. Work was also commenced on the block west of the Windsor hotel.

The following from the Woodcock's editorial review refers to land at a central portion of the city street of that Ontario city and affords an interesting comparison with conditions that we are familiar with.

At noon on Saturday, that lot, situated at the Express Printing Company's building on Dundas Street was offered for sale, but was not sold as the highest bid was \$35 per running foot, the lot being 100 feet deep. Then property belongs to Dr. Adams of Embro, and for sale at the Standard Review today that the same lot would be sold by the late Mr. J. Hatch, 45 years ago, the price paid being 10 per foot.

The Edmonton Brewing and Malting Company announces that it will shortly begin construction of a modern brewing and malting plant to cost \$100,000, which will assure a market for barley at Lethbridge, Calgary and Edmonton.

The Hudson's Bay Co. has announced the following prices to the city for land in the suburbs:

Block	Lot	Utility	Price
1.	457-8-9	Telephone	1440.00
1.	404-5-6	Police	217.00
9.	405-4	Police	160.00
18.	147-8-9	Police	140.00
2.	317-8-9	Police	1120.00
	313-4-5	Hospital	160.00
3.	410-7-8	Hospital	160.00
6.	428-30	English	150.00
13.	429	English	100.00
15.	346	English	100.00
8.	218-20	Pipe	160.00
10.	224	Pipe	100.00
	31 lots		113160.00

With regard to the purchase of lots 17, 18, 19 and 20 on the Hudson's Bay Reserve at the corner of a thoroughfare and Twenty-third street, an inquiry made by a local commissioner stated that the present value of the lots was \$9,500. He stated that the city's application to purchase the lots would be submitted to the board and it might be assumed that the mayor would not favor the consideration.

HE'S LONGER

I watch the window as I pass
With other pursers to and fro
Who never there as a desert hill
To tempt the eye of wife and girl
I have a hope I fear to meet
That new style will not be met
As present styles are. See if it
If new styles make a hit in it.

I love to see a roughneck and
Also a matron, well arrayed
Who in sweet dignity go by
The fairest thing beyond the sky
Is a fair woman. Yet, I say
It has been many a long day
Since the day when, by faintest gleam,
I look upon a woman's face.

Oh, no—your question makes me smile—
I've never been a desert hill.
Nor know the danger and the lure
Of life in some wild wilderness
Perfume of rose, and its sweet perfume
Scents from the hills of the desert hill.
Yet each had made a hit in it
And thus concluded each woman's fate.

For years, it seems, the glitzy stage
Like candles with the wind blown
Tall girls, short girls, and girls in blue,
Yet sometimes have seen it all
By looking quickly; more than that
Is always hidden by the light
Talk not of this. We could say
If this year's blues do not improve!

NOCTURNE

Infold us with thy peace, fair moonlight night,
And let the silver light that glows in round
Till we forget the city's dust and heat.
The city's noiseless night.

Here where the sand lies white upon the shore,
And little white-throated birds are low,
Dear sea, thy world-old melodies are sweet more
Singing to us here.

Give us thy gathered dew, thy moonlight hour:
Perfume of rose, and its sweet perfume
Scents from the hills of the desert hill.
Where beauteous drags lie in white.

Come small maidens in white, with eyes as blue,
Pipe us the serenade of love and true,
And wins of midnight, that it is so sweet,
Our hearts would be as true.

God of all beauty, though I would it be true,
Our faith grows often in the light of day;
Show us Thyself in all things that we see,
Teach us the stars' celestial.

—Vivian Stuard, in *The Canadian Magazine*.

Tommy's Aunt—"Won't you be quiet in that place of cake, Tommy?"

Tommy (on a visit)—"No, I haven't any."

Tommy's Aunt—"You see I'm suffering from loss of appetite."

Tommy—"That ain't loss of appetite. What I'm suffering from is politeness."—*Judge*.

Ho—I think her mind is made up.
She—Well, I know the real story.

"What's the matter with you?" said the girl.
"She got a terrible jar."

"What has happened?"

"Why, she was waiting at a train station, look off her new hat, and somebody said it didn't suit her."

JOHNSTONE-WALKER'S :: Easter Shopping News ::



Easter Costumes are Ready

In Complete and Fascinating Variety

New Models, fabrics and Colorings are shown in one of the most attractive collections we have ever gathered together. The diversity of styles offered, their distinctive character and the moderate prices asked invite your careful consideration.

New Easter Suits - - - 11.50 to 37.50
New Easter Dresses - - - 9.00 to 28.50
New Easter Coats - - - 8.00 to 65.00

JOHNSTONE WALKER
LIMITED
JANES & CO. LTD. LONDON

- Teakettle Inn -

"OPEN ALL DAY"
7.30 a.m. to 8 p.m.

BREAKFAST-LUNCHEON-SUPPER
Afternoon Tea Served, After Theatre Parties and Catering for Special Functions.

617 FOURTH STREET

CITY OF EDMONTON Assessment—1912.

Public notice is hereby given that the Assessment of the City of Edmonton for the current year is now being compiled and Owners and Agents are respectively requested to forward a list of the properties and particularly a list of the changes since last assessment and the School they wish to support; in order to be able to make an Assessment Roll as complete and perfect as possible, which will be the basis from which the 1912 Voters' Lists will be compiled. Lists affecting the north side of the river should be mailed to the City Hall, 34 Fraser Ave., and those for the south side of the river to the City Hall, 25 Main Street N., Edmonton South.

The Assessment Roll must be completed on or before the 30th Day of April next.

D. M. McCILLAN,
City Assessor

Edmonton, Feb. 7, 1912.
Feb. 17 Mar. 2 Apr. 6

THE CORRECT FIGURE

"For years with stays I've tried in vain
To sport a slim, trim rig.
No see for all that futile pain
Now waists are to be big."

"The scrags and broomsticks,
who of late
Compared me to a pig.
All envy my plethoric state
Since waists are to be big."

"The waspish figure, come let's shelve
The brimming cup let's swig
To Madame Mode of Nineteen-

twelve
Who bids our waists be big."



Stick a Pin
in an ordinary dress, and you will
have a permanent and stylish look.
This test of quality with
Reid's Real
Bengaline

These dresses have superior
crests, darts, and the whole
disposition. In quality
they are rich in appearance,
perfectly, and side in the light
color without dress or tie.
Identified by our trademark, and by
their own superior quality and appearance.
Until experience makes it
necessary, be sure to look for the
trademark.

All the models shown in these
new dresses from \$10.00 to \$15.00,
according to shape. Prescriptions
most of the latter shape. If not at
your, we will supply postpaid, or
will see who else carry them.

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Thursday afternoon
at 2 p.m.

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Between all Stations on the
CANADIAN NORTHERN RY.
in Canada for the

EASTER HOLIDAYS

Tickets on Sale, April 4th to 8th incl.
Return Limit, April 10th, 1912
**FARE & ONE THIRD
RETURN TRIP**



City Flour Mills

When wanting your next sack of
**FLOUR, ask for
"WHITE ROSE"
Fancy Patent Flour**
Handled by all Grocers and Flour
Dealers. Every sack guaranteed.
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